

ABSTRAK

Pengaruh Terpaan Iklan Produk *Fashion* Melalui *E-Mail* terhadap Minat Membeli Mahasiswi Komunikasi UPN “Veteran” Yogyakarta

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh terpaan iklan produk *fashion* melalui e-mail terhadap minat membeli Mahasiswi Komunikasi UPN “Veteran” Yogyakarta. Metode penelitian ini menggunakan metode survey yakni pengamatan dan penyelidikan secara kritis untuk mendapatkan keterangan yang tepat terhadap suatu persoalan dan obyek tertentu di daerah kelompok komunitas atau lokasi tertentu akan ditela’ah. Dalam penelitian ini sampel yang diambil adalah pengguna internet (Mahasiswa Komunikasi UPN “Veteran” Yogyakarta) yang melakukan dan atau menggunakan terpaan iklan produk *fashion* melalui e-mail. Metode pengambilan sampel dalam penelitian ini adalah *probability sampling* dengan teknik *purposive sampling*. Hasil analisis diketahui bahwa kebanyakan responden (66,7%) menilai “Tinggi” variabel Terpaan iklan produk *fashion* melalui e-mail, kebanyakan responden (56,7%) menilai “Tinggi” variabel minat membeli, hasil analisis *pearson correlation* menunjukkan bahwa variabel terpaan iklan produk *fashion* melalui e-mail mempunyai hubungan signifikan dengan minat membeli (nilai probabilitas t_{hitung} (0,000) < *Level of Significant* (0,05)). Hal ini dapat diartikan, jika terpaan iklan produk *fashion* melalui e-mail meningkat, maka minat membeli yaitu pengguna internet yang melakukan pembelian produk *fashion* melalui e-mail pada mahasiswi komunikasi UPN “Veteran” Yogyakarta juga akan mengalami peningkatan signifikan, hasil analisis regresi linier menunjukkan bahwa variabel terpaan iklan produk *fashion* melalui e-mail mempunyai pengaruh positif terhadap minat membeli (nilai probabilitas t_{hitung} (0,000) < *Level of Significant* (0,05)). Hal ini dapat diartikan, jika terpaan iklan produk *fashion* melalui e-mail meningkat, maka minat membeli yaitu pengguna internet yang melakukan pembelian produk *fashion* melalui e-mail pada mahasiswi komunikasi UPN “Veteran” Yogyakarta juga akan mengalami peningkatan signifikan, dan hasil analisis diperoleh R^2 (Koefisien Determinasi atau *R Square*) sebesar 0,754 artinya variabel dependen dalam model yaitu minat membeli dijelaskan oleh variabel independen yaitu terpaan iklan produk *fashion* melalui e-mail sebesar 75,4%, sedangkan sisanya sebesar 24,6% dijelaskan oleh variabel lain di luar model.

ABSTRACT

Effect of Product Advertising Fashion Exposure Through E-Mail to Purchase Interests Student Communications UPN "Veteran" Yogyakarta

The purpose of this study is to investigate and analyze the effect of exposure to advertising fashion products via e-mail to Student Communication buying interest UPN "Veteran" Yogyakarta. This research method using the survey method of observation and investigation are critical for the proper description of a problem and a specific object in a community group or a particular location will ditela'ah. In this study, samples taken were Internet users (Student Communications UPN "Veteran" Yogyakarta) are doing, and use the exposure to advertising or fashion products via e-mail. The sampling method in this study is the probability sampling with purposive sampling technique. The results of the analysis it is known that the majority of respondents (66.7%) rate "High" Exposure variable fashion product advertisements via e-mail, most respondents (56,7%) rate "High" variable interest in buying, the results of Pearson correlation analysis showed that the exposure variable advertising of fashion products through e-mails have links signifkan with buying interest (t-count probability value (0.000) <Level of Significant (0.05)). This can be interpreted, if exposure to advertising of fashion products through e-mail increases, the interest in buying the internet users who are buying fashion products through e-mail communication on student UPN "Veteran" Yogyakarta will also experience a significant improvement, the results of linear regression analysis showed that ad exposure variable fashion products through e-mail has a positive influence on buying interest (t-count probability value (0.000) <Level of Significant (0.05)). This can be interpreted, if exposure to advertising of fashion products through e-mail increases, the interest in buying the internet users who are buying fashion products through e-mail communication on student UPN "Veteran" Yogyakarta will also experience a significant improvement, and analytical results obtained R² (coefficient of determination or R Square) of 0.754 means that the dependent variable in the model that buying interest is explained by the independent variables, namely exposure to advertising fashion products via e-mail at 75.4%, while the remaining 24.6% is explained by other variables outside the model .